



BUILDING A LEGACY FOR YOUR BRAND

I hope you've had a good Heritage Month, and found a way to survive the annual heritage versus braai-ing debate that continues to rage in the media. If you think about it, rituals are an important part of brand-building, and this debate is a symptom of a brand strategy problem: no one is quite sure of the role of public holiday rituals and the relationship of these cultural 'sub-brands' to the national mother-brand. Who gets to decide on the attributes that make up the new heritage?

South Africa's re-branding project has been cumulative, collaborative and conversational. It is important to have these debates so that we can craft something we all collectively understand to mean the same thing, even if this approach is noisier and messier than a top-down mandate. Our future reputation as a nation depends on it.

Talking about the future, it is becoming increasingly clear that we need to find a **new model of innovation for Africa**, so that our businesses and brands can help build and secure their stake in a positive and sustainable environment. The age of safely and sleepily adapting global innovations for our local market is over. Competition from global players is increasing throughout the continent, and the only way to remain relevant and successful is to be better at innovation than them. We believe that this requires a whole new way of thinking about innovation, and we would love to share it with you. Details of our upcoming event on **transformative innovation** can be found to the right – and you can register by clicking through on the links provided. Our special guest speaker will be Arthur Attwell, the award-winning innovator who has spoken on innovation at TED.

In Ask-Y this month, we share insight on the power of storytelling to influence consumer behaviour, offer tips on what brand marketing should do to be taken seriously at the board level, and we also help you identify when you are in the precarious situation of having 'sticky' customers rather than true brand loyalists.

Happy reading! And we hope to see you in the flesh, next month.

AI

FEATURED ARTICLES



USING STORIES TO CHANGE MINDS BY DONNA-RAE PATRICIOS

30 September 2013

Why is storytelling such an influential form of communication? **Stories connect with our emotions, trigger our empathy and help to change behaviour**, where other forms of communication - such as persuasion - often cause resistance on the part of the listener. But not all stories are effective. Donna-Rae shares some simple steps to help master the art of storytelling.

[▶ READ MORE](#)



BRINGING BRAND INTO THE BOARDROOM BY NICOLE ZETLER

19 September 2013

Across South Africa, marketers are struggling to shift the business conversation. In many boardrooms, marketing is seen as a tactical function rather than a strategic partner, and talking about the power of brands is proving to be fruitless. **Marketers need to change the way they behave**, says Nicole, if they hope to bring branding into the boardroom.

[▶ READ MORE](#)

FROM THE BLOG



WHEN LOYALTY ISN'T LOYALTY AT ALL



Posted by: **Alistair Mackay** on 18 September 2013
Reading time: **2 mins**

When I switched mobile networks recently, it was with the final scene in a long tale of falling out of love. I went from brand champion to brand deserter because it became increasingly clear to me that my service provider was taking me for granted. Not only would they refuse to tailor the contract to suit my needs, but they wouldn't even explain where I was wasting money. I realised that **there are still industries that trap their customers, rather than delighting them**. And these industries are ripe for disruptive innovation...

[▶ READ MORE](#)

CAN TOWNSHIP SHOPPING MALLS SUSTAIN BIG RETAIL BRANDS?



Posted by: **Khumo Maluleke** on 18 February 2013
Reading time: **2 mins**

In this popular post from February, Khumo explores some of the key marketing mistakes that have been made at Maonya Mall in Soweto, and offers insight into the shopping behaviour of izikhothane and the emotional drivers of many township shoppers. For shopping malls to survive and thrive in any community, it's imperative that they understand the mindset of their shoppers and **tailor their offerings to the unique needs of their context**.

[▶ READ MORE](#)

CONNECT WITH YELLOWWOOD



UPCOMING EVENT



TRANSFORMATIVE INNOVATION

With increasing competition and opportunity in Africa, it's time we **rethink how we do innovation**. It isn't enough to **grow market share**; we need to grow new markets. Find out how:

[Johannesburg event](#)
[Cape Town event](#)

DID YOU KNOW?



MEET THE TEAM



HONORE GASCA
INSIGHTS DIRECTOR & GM
CAPE TOWN

[▶ VIEW](#)

OUR SERVICES

Market Understanding

Go-to-Market Strategy

Brand Strategy

Communication Strategy

Product Strategy

Service Experience Strategy

Brand Health Tracking

[▶ FIND OUT MORE](#)

CONTACT US

davidb@ywood.co.za

CT +27 21 425 0344
Jozzi +27 11 268 5211